

OUTREACH EVENT	DATE	ESTIMATED # REACHED	EVENT LOCATION	OUTREACH DESCRIPTION	OUTREACH MATERIALS
TAP Hope	07/02/2016	150	Elmwood Park	Event Table Display	21 pet waste dispenser bags, 91 water bottles, and 24 reusable shopping bags, all with the Keep it Clear Stormwater logo
Living Roanoke	08/03/2016	15+	Raleigh Court Library	Event Table Display	11 waterbottles filled with Understanding Stormwater Pollution Brochures, 5 pet waste bag dispensers
Deschutes Street Pub	08/27/2016	21,000	South Jefferson St.	Event Table Display	95 Pet waste dispenser bags, 71 reusable shopping bags ; 70 shopping bags and 70 waterbottles with sediment brochure for goody bags
Riverland & Walnut Hill Neighbors	09/12/2016	9	459 Riverland Rd. SE	Presentation given by Danielle DeHart	9 Scoop the Poop Brochures, 9 Stormwater Brochures, 7 pet waste bag dispensers
Green Academy	10/06/2016	27	Carvins Cove Reservoir Cabin	Presentation given by Danielle DeHart	Scoop the Poop and Stormwater Brochures; 27 reusable water bottles and 27 reusable shopping bags
GO Fest	10/14-10/16	About 30,000	Rivers Edge Sports Complex	Event Table Display	144 Water Bottles; 249 Bag Recyclers; 275 Shopping Bags; 337 Pet Waste Bag Dispensers; 350 Tattoos
"Pet Waste Sign" Public Opinion Campaign	11/3-11/4/2016	30	Downtown Roanoke, Wasena Park, Mill Mountain Star, and dog parks	Around town public opinion campaign	16 Pet Waste Dispensers; 25 Scoop the Poop Brochures
PARK Roanoke	11/07/2016		PARK Roanoke-Request information	Handed out by Stormwater Division	15 Scoop the Poop Brochures; "Why Scoop the Poop" poster
City of Roanoke Tree Steward	02/13/2016	15	EOC Conference Room	Presentation given by Cristina Siegel	Discussed the importance of soils, trees, and how it connects to stormwater issues

Greater Grandview NH Meeting	02/14/2017	20	Northminster Presbyterian Church 3911 Greenland Ave NW	Presentation given by Mckenzie Bocker and Danielle DeHart	15 Scoop the Poop Brochures, 18 Stormwater Brochures, 5 Roanoke Riverkeeper Brochures, 13 Bag Recyclers
Northwest NH Meeting	02/21/2017	4	Burrell Center Community Room	Presentation given by Danielle DeHart	6 Bag Recyclers, 4 Scoop the Poop Brochures, 4 Stormwater Brochures, 4 Roanoke Riverkeeper Brochures
Downtown Inc.	01/15/2017	100 given each			Scoop the Poop Brochures, Pet Waste Bag Dispensers to put in new CBD resident gift bags
Star View Heights Neighborhood Meeting	02/27/2017	10+	1st Church of the Nazarene - 728 Highland Ave SE	Leigh Anne Weitzenfeld	Scoop the Poop, Leave it On the Lawn, Understanding Stormwater Brochures were passed out
Roanoke Riverkeepers Meeting	02/28/2017	50	Raleigh Court Library	Presentation given by Leigh Anne Weitzenfeld	Roanoke Riverkeeper Brochures and Understanding Stormwater Brochures
Pet Waste Dispenser Give-a-ways	03/02/2017		Roanoke Valley SPCA; Angels of Assisi; Regional Center for Animal Control and Protection	Handed out by Mckenzie Bocker and Danielle DeHart	250 pet waste dispensers each
Pet Waste Dispenser Give-a-ways	03/09/2017		Roanoke Valley SPCA	Handed out by Mckenzie Bocker and Danielle DeHart	250 pet waste dispensers and 50 Scoop the Poop Brochures
Roanoke Riverkeepers Meeting-Ready Monitors	03/14/2017	7	Raleigh Court Library	Presentation by Sharon Stinnette	Roanoke Riverkeeper Brochures

Southeast Action Forum	03/14/2017	13	Jackson Park Library	Presentation by Mckenzie Brocker	13 Scoop the Poop and Stormwater Pollution Brochures
SPCA Tail Chasers 5K	03/25/2017	100+	Wasena Park	Outreach Event	18 Bag Recyclers; 60 Water Bottles; 60 Understanding Stormwater Brochures; 60 Why Scoop Brochures; 20 Pet Waste Dispensers
Promo and Info Giveaways	04/07/2017		Kevin Witter Sustainability Festival	Handed out by Stormwater Division	20 Pet Waste Dispensers, 20 Bag Recyclers, 20 Understanding Stormwater Brochures, 20 Mulch Mowing Brochures, 20 Roanoke Riverkeepers Brochures, 20 Pet Waste Brochures
Belmont Neighborhood Association	04/10/2017	10+	724 Dale Ave SE	Presentation by Mckenzie Brocker	10 Pet Waste Dispensers, 10 Pet Waste Brochures
Doris England , Neighborhood Support	04/12/2017		Municipal Building	Handed out by Stormwater Division	100 Pete Waste Brochures
Old Southwest Neighborhood Meeting	04/20/2017	20+	Alexander Gish House	Presentation by Danielle DeHart	62 Pet Waste brochures, 31 pet waste dispenser and 8 Dear Neighbor template letters
Earth Day	04/24/2017	100	Elmwood Park	Event Table Display	16 Bag Recyclers, 10 pet waste dispensers, 25 water bottles, 25 Pet Waste brochures, 25 Stormwater Brochures
Doris England , Neighborhood Support	04/25/2017		Municipal Building	Handed out by Stormwater Division	200 Pete Waste Brochures
Leadership College	04/27/2017		Leadership College	Dwayne D'ardenne	24 water bottles, 12 pet waste bag holders
Neighborhood Summit	04/28/2017		Bob Clement	Handed out by Stormwater Division	50 petwaste bags, 50 pet waste brochures, 50 keep it on the lawn brochures

James Rivercomb, RMA	05/04/2017		RMA	Handed out by Stormwater Division	50 Roanoke Riverkeeper Brochures with holder
South Roanoke Neighborhood	05/16/2017	13	South Roanoke United Methodist Church	Presentation by Mckenzie Bocker and Danielle DeHart	25 Scoop Brochures; 25 Leave Brochures; 25 Roanoke Riverkeepers Brochures; 25 Understanding Stormwater Brochures; 14 pet waste dispensers
PARK Roanoke	05/22/2017		PARK Roanoke-Request information	Handed out by Stormwater Division	15 Scoop the Poop Brochures
Earth Friendly Fridays	06/09/2017	25	Unitarian Universalist Church of Roanoke	Presentation by Leigh Anne	7 pet waste dispensers, 7 water bottles, 2 Scoop Brochures, 6 Roanoke Riverkeeper Brochures, 6 Understanding Stormwater Brochures
Burger Fest	06/17/2017	2,000+	Elmwood Park	Handed out by Stormwater Division	76 magnets, 20 bag recyclers, 33 chico bags, 20 pet waste, 88 water bottles (with sediment and pet waste brochures), 5 Roanoke Riverkeepers brochures
Avenel Ave Neighborhood Watch	06/22/2017	30	Avenel Ave	Handed out by Stormwater Division	10 Waterbottles, 10 Scoop Brochures, 10 Sediment Brochures, 18 pet waste dispensers
Promo Giveaways	06/27/2017		Roanoke Valley Greenways/ Greenway Ambassadors	Handed out by Stormwater Division	35 pet waste dispensers, 50 pet Scoop brochures

New and Previously-Developed Print Material to Address Specific TMDLs		
Type	Name	TMDL Addressed
Newsletter	*"The Roanoke Riverkeeper" (monthly)	Bacteria, Sediment, PCBs, and more
Brochure	"Understanding Stormwater Pollution"	Bacteria and Sediment
	"Here's the Scoop"	Bacteria
	"Contractor's Guide"	Sediment
	*"Keep it on the Lawn"	Sediment and Nutrients
	*"Roanoke Riverkeepers"	Bacteria and Sediment
	*"Should I Be Concerned About PCBs"	PCBs
Door Hanger	*"Keep it on the Lawn"	Sediment and Nutrients
Post Cards	"Only Rain Down the Drain" Restaurant (CVC)	Bacteria
	"Only Rain Down the Drain" Car Washing (CVC)	Sediment

*New in 2016-2017

City of Roanoke Stormwater Division Social Media Growth

Facebook Growth: (<https://www.facebook.com/roanokestormwater/>)

2014: 382 followers

2015: 1217 followers

2016: 1508 followers

2017: 2182 followers

Twitter Growth: (<https://twitter.com/RoanokeStormH2O>)

2014: 272 followers

2015: 284 followers

2016: 604 followers

2017: 1014 followers

Pinterest Growth: (<https://www.pinterest.com/RoanokeStormH2O/>)

2016: 84 followers

2017: 134 followers

Instagram Growth: (https://www.instagram.com/roanoke_stormwater/)

2017: 116 followers

Website Visits: (<https://www.roanokeva.gov/Stormwater>)

2016: 1,700 page views

2017: 2,630 page views

Next Door: (<https://nextdoor.com/>)

2017: 4792 followers

ROANOKE VETERINARY OFFICES

NAME	ADDRESS	TELEPHONE #	# OF BROCHURES		DATE	COMMENTS				
Angels of Assisi	415 Campbell Ave SW 24016	344-8707	X	100	07/08/2016	Lisa O'Neill, Executive Director - 400.2233				
Roanoke Animal Hosp.	2814 Franklin Rd SW 24014	343-8021		still stocked	07/08/2016	Beth Price - 343.8021				
Brandon Animal Hosp.	3403 Brandon Ave SW 24018	345-8486		still stocked	07/08/2016	Angela - 345.8486				
Emergency Vet. Service of Roanoke	4902 Frontage Rd 24019	563-8575		still stocked	07/08/2016					
Mountain View Humane Soc.	5363 Peters Creek Rd 24019	562-8440	x	100	07/08/2016	Megan - 562.8440; Corrie Prater, Marketing Director, displaying brochures with pet waste bag dispensers				
Valley Animal Hosp.	5146 Hildebrand Rd NW 24012	366-3433		still stocked	07/08/2016	Pam Holdrey 366-3433				
Petsmart	4749 ValleyView Blvd NW 24012	362-2994			07/08/2016					
Petsmart	4210 Franklin Rd 24014	283-5301								
Petco	630 Brandon Ave 24015	342-2364	X	100	07/08/2016	Tina Chreiger, ASM 342.2364 (enthusiastic)				
Petco	1419 Townsquare Blvd NW 24019	795-6023		still stocked	07/08/2016	Terry (on medical leave until?)				
Banfield	4749 Valley View Blvd NW 24012	362-0199		left message	07/08/2016	Rebecca Houck, DVM or Julie Sanborn, LVT - putting in new patient bags/left message with corporate office				
Roanoke SPCA	1340 Baldwin Ave NE, Roanoke, VA 24012	339-9247	x	100	07/08/2016	Sylvie Peterson				
Fido Fitness	2737 Shenandoah Ave NW, Roanoke, VA 24012	540-344-2256		still stocked	07/08/2016					